**DEPARTMENT OF BUSINESS**

**BUSN 498** Business Strategy

SPRING 2023

3.00 CREDIT HOURS

**Schedule:**

February 13th 2023

**Class Schedules Days and timings:**

Monday, Wednesday, Friday: Section A (9:00 – 9:50 AM)

Monday, Wednesday, Friday: Section B (10:00 – 10:50 AM)

Monday, Wednesday, Friday: Section C (11:00 – 11:50 AM)

Monday, Wednesday, Friday: Section D (12:00 – 12:50 AM)

**Venue-Location/Room:**

SEC A E 331

SEC B E 332

SEC B E 332

SEC B E 332

**Course Instructor**

Dr. Bushra Usman

[bushrausman@fccollege.edu.pk](mailto:bushrausman@fccollege.edu.pk)

Room #: E-329, Extension #: 405

Student Meeting Hours: 9:00am -10:00am or by appointment

**Aims and Objectives:**

Develop an understanding of different concepts of strategic management and their application in the enterprises for effective and efficient strategic management. This course is for senior year Business students only. This is the capstone course in the program: theories and concepts of strategy, real world problems and application of theory to practice through projects

**Teaching Methodology:**

* Lectures
* Discussion
* Handouts
* Assignments
* Projects
* Classroom Presentations

1. **Week 1: Title**

Introduction to the Class & Review of course outline

Defining strategic management, stages of Strategic Management Nature of Strategic Management, Foundations and Benefits of Strategic Management

Making Groups

Allotting works

Training for final project

Both Lecture and Discussion modes

1. **Week 2; Title**

Nature and Process of Strategic Management, Special Issues and pitfalls in strategic management, Approach to analyzing strategic problems, Guidelines for effective strategic management

Article reading

Both Lecture and Discussion modes

1. **Week 3; Title**

The business vision and mission

Importance and benefits of vision and mission, characteristics and writing a mission statement**,** Nature, Importance and Types of Organizational Objectives, Process of developing vision and mission, components of a mission statement

Case: Mumbai Dabbawala’s Strategy

Case study: Crew Group, Inc.

Both Lecture and Discussion modes

1. **Week 4; Title**

The nature of external assessment

Economic, political, social, cultural, demographic, natural, governmental and legal forces, Competitive Analysis: Porter’s five forces Model

Article Reading

Both Lecture and Discussion modes

1. **Week 5; Title**

A comprehensive strategy formulation Analytical framework

Strategy Analysis and Choice

The SWOT matrix

Both Lecture and Discussion modes

1. **Week 6; Title**

BCG (Boston Consulting Group) Matrix

SPACE (The Strategic Position and Action Evaluation) Matrix

IE (The Internal- External) Matrix

Both Lecture and Discussion modes

1. **Week 7; Title**

Strategy Implementation: Management, Operational, marketing, R&D, finance Issues

Both Lecture and Discussion modes

Article reading

1. **Week 8; Title**

Strategy Evaluation

Strategy review, evaluation and control, Balanced Score Card, Characteristics of an effective evaluation system, Contingency planning

1. **Week 9; Title**

21st Century challenges in strategic management

Business culture across countries

Case study: Domino’s pizza

1. **Week 10; Title**

What is a strategic management case?

Preparing a written strategic management case

Case project:

● Case Abstract (Overview of the case)

● What is their vision?

● Is there mission statement conducive to the organizational goals, or does it need to be revised? If it needs to be revised, revise it.

● An analysis of the external environments. Be sure to list the factors from each environment that is affecting them.

● Write up a SWOT analysis, and what the firm must do regarding each of these components. For example, naming their strengths (such as their core competencies) are great, but however will they be utilized? Do this for their Strengths, Weaknesses, Opportunities, and Threats.

● SWOT Matrix

● IFE – Internal

● EFE – External

● Make a summary.

From all of this data, make a recommendation on how they should continue to operate.

Please segment the study by providing the appropriate titles for each section. For example:

**Case Abstract**

After completing the overview of the case, go to the next section. Again, use the appropriate title.

**Vision**

Vision of the organization is …..

**Mission**

This mission statement is good except……

**External Environment**

**SWOT**

**SWOT Matrix**

**EFE**

**IFE**

**Summary**

**Recommendations**

**OR**

**Academic Research Paper**

**Abstract**

**Key Words**

**Introduction**

**Research Questions**

**Research Hypotheses**

**Literature Review**

**Proposed Methodology**

**Discussion**

**(Presentations in ACADEMIC RESEARCH CONFERENCE CBSM on 23rd April2020 at FCCU)**

1. **Week 11; Title**

Ethics, social responsibility, code of business ethics, whistle blowing, bribes, workplace romance, and environmental sustainability

1. **Week 12; Title**

Final Project presentations

1. **Week 13; Title**

Final Project Submission

Final Project Viva

1. **Week 14; Title**

Final Project Viva and case practice for finals

**Text Book**

David, F., & David, F. R. Strategic Management: A Competitive Advantage Approach, Concepts and Cases. Pearson Latest Edition.

Preferably recent available edition

**Assessment Criteria**

|  |  |  |  |
| --- | --- | --- | --- |
| **Sessional Marks** | **Mid Paper/ Assignment** | **Final Project+ Final Paper** | **Total %** |
| **10** | **30** | **40+20** | **100** |